

- **Week of February 24, 2011**

Energy Smart Awareness Brown Bag: New Custom Program Paths

March 8th

Join us to learn more about the Evaluated Custom Program and the Pre-Approved M&V Custom Program paths, tools that will soon be available to EE customers. The Pre-Approved M&V Custom Program reduces the amount of paperwork for custom projects that are occurring at multiple sites using the same M&V plan. The Evaluated Custom Program provides a new vehicle for certain programs that don't fall under other measures using an ex-post impact evaluation, such as behavior based programs.

Presenter: Lauren Gage, BPA Planning and Evaluation

The presentation will be conducted via telephone and Live Meeting. Slides will not be available in advance. [Click here for calendar file with telephone and LiveMeeting instructions.](#)

Northwest Public Utility Behavior Based Energy Efficiency Programs Group Forming - First Meeting March 15th

A number of utilities nationally and regionally are gaining experience with behavior based energy efficiency (BBEE) programs. BPA would like to regularly convene a group of interested public utility customers on this subject. The goal of the group will be to build awareness, share lessons learned, promote use of best practices and encourage BBEE program activity.

Please join us for the first meeting of the Northwest Public Utility Behavior Based Program Group. [Click here for calendar file with telephone and Live Meeting instructions.](#)

Customer Announcement T8 Lighting Project Marketing Materials

(Click here for calendar file and telephone instructions)

The T8 Lighting Project is here! Join us for an in depth walkthrough of the marketing tools now available to you to promote T12 to T8 lighting retrofit projects. [Click here for calendar file and telephone instructions.](#)

This presentation will include:

- A complete walkthrough of the marketing materials developed, including:
 - Direct mail
 - Bill Inserts
 - Website copy
 - Newsletter and email copy
- Printing opportunities for the direct mail materials
- Co-op advertising dollars available
- Coordination with the Northwest Trade Ally Network